

Abstract

The thesis „*Transformation of company newsletters on the example of the Jiskra východočeských horníků*“ deals with mentioned company newsletter, which was issued mainly on biweekly basis in period from 1940 to 1998 by East Bohemian coal mines. The first part of the thesis briefly explains historical frame in which Jiskra was issued. The mining history of Trutnov region and East Bohemina coal mines as company are introduced to the reader. There is described the legal frame of printed media issuing in the second part of the thesis. Practical part is monitoring transformation of company newsletter Jiskra with focus on its function, content and design in each decade of its existence.